

Cooperative Marketing Summary

Fiscal Year Ending June 30, 2022



Working together to lead Missouri in becoming one of America's most memorable tourist destinations.

SECTION I. PROGRAM OVERVIEW

The Missouri Division of Tourism's (MDT) Cooperative Marketing Programs include the Marketing Matching Grant (MMG), Supporting DMO Grant, Marketing Platform Development (MPD) and the Search Engine Marketing (SEM) Partnership. Since its inception in fiscal year 1995, the Cooperative Marketing Program has awarded more than \$70 million toward the support of local performance-based tourism marketing projects.

Cooperative Marketing Goals:

- Support and further the Missouri Division of Tourism's overall annual marketing strategy as outlined in the annual marketing plan and position Missouri to compete more effectively for travel and tourism market share.
- Create programs based on the common marketing goals of MDT and its Destination Marketing Organizations (DMOs), thereby creating mutually beneficial marketing executions.
- Create a program that is efficient to implement for both MDT and its partners.

Administration:

MDT administers the Cooperative Marketing Programs on behalf of the Missouri Tourism Commission, which reserves the right to make all final decisions. MDT worked with both Madden Media and its contracted marketing agency of record, OBP, to administer the Cooperative Marketing Programs.

Cooperative Marketing Program Advisory Committee:

The advisory committee, comprised of 10 tourism industry professionals representing each of the five tourism regions of Missouri, provides valuable customer input about program design and administration.

FY22 Cooperative Marketing Opportunities:

- **Marketing Matching Grant** – The Marketing Matching Grant (MMG) is normally a 50/50 matching program for pre-approved leisure travel advertising completed in pre-approved media markets. Project reporting and reimbursement requests are due quarterly with a final Project Summary Report due at the end of the fiscal year. Award amounts were based on the County Tourism Level (CTL) of the certified DMOs. In fiscal year 2022, the match was changed to 75/25 in order to better help DMOs through the COVID pandemic. However, all other MMG guidelines remained in place.
- **Supporting DMO Grant** – This grant expands eligibility in the MMG component of the program to a limited number of non-certified DMOs. These DMOs generally meet all requirements necessary to participate in the MMG, but are however ineligible due to one program stipulation related to the number of certified DMOs a county may have.
- **Marketing Platform Development** – The Marketing Platform Development (MPD) is a 50/50 matching program for a one-time, pre-approved marketing investment

that is utilized beyond the fiscal year of the initial investment. The Project Summary Report and reimbursement request is due at the end of the project. This grant is specifically for DMOs with a CTL of 4 or lower and can also be utilized by regional partnerships. Each individual grant has a cap of \$5,000 in matching funds.

- **Search Engine Marketing Partnership** – The Search Engine Marketing (SEM) Partnership is not a reimbursement grant; however, it is a dynamic and powerful cooperative marketing tool. The program allows DMOs to send a steady stream of qualified traffic to their website. The unified effort drives traffic to individual DMO websites without competing with the state or other Missouri participants. The program is a 50/50 match with minimums and maximums based on various budget levels. SEM participants pay Madden Media directly and reporting is not required for the program.

SECTION II. COOPERATIVE MARKETING ANALYSIS

FY2022 Analysis:

The chart below details the dollars that were made available and the actual dollars expended for FY22 in each of the programs. This includes both MDT and DMO contributions.

FY22 Summary of Cooperative Marketing Investments				
<u>Coop Opportunity</u>	<u>Number of Participants</u>	<u>Maximum Funds</u>	<u>Amount Awarded* by MDT</u>	<u>Amount Reimbursed ** by MDT</u>
Marketing Matching Grant	31	\$ 4,099,000	\$ 3,900,127	\$ 3,693,306
Supporting DMO Grant	2	\$ 75,000	\$ 75,000	\$ 31,022
Marketing Platform Development	12	\$ 80,000	\$ 77,700	\$ 63,879
Search Engine Marketing	27	\$ 289,000	\$ 287,025	\$ 250,103
Totals		\$ 4,543,000	\$ 4,339,852	\$ 4,038,310

* Award refers to the amount of money contracted and available for the DMO to request

** Reimbursed refers to the actual dollar amount transferred to the DMO upon request

Statistical Data:

Outcomes for all Cooperative Marketing Grants:

Percent of funds in each grant in relation to total funds:

	<u>Maximum</u>	<u>Awarded</u>	<u>Reimbursed</u>
MMG	90.23%	89.87%	91.46%
Supporting DMO	1.65%	1.73%	0.77%
MPD	1.76%	1.79%	1.58%
SEM	6.36%	6.61%	6.19%

Cooperative Marketing Summary FY22

The information below summarizes dollars awarded and reimbursed for each of the programs by DMO and county designation. The tables show contributions by MDT only.

Marketing Match Grant			
<u>DMO Name</u>	<u>County Designation</u>	<u>Awarded</u>	<u>Reimbursed</u>
Kirksville Area Chamber	Adair	\$ 19,048	\$ 7,613
Benton County Tourism	Benton	\$ 46,000	\$ 24,254
Columbia CVB	Boone	\$ 202,576	\$ 202,576
Buchanan County Tourism	Buchanan	\$ 175,665	\$ 158,764
Poplar Bluff Area Chamber	Butler/Carter/Wayne	\$ 160,000	\$ 127,868
Callaway County Tourism	Callaway	\$ 40,684	\$ 34,759
Lake Ozarks Tri-County Lodging	Camden/Miller/Morgan	\$ 248,000	\$ 248,000
Cape Girardeau CVB	Cape Girardeau	\$ 65,533	\$ 32,318
Jefferson City CVB	Cole	\$ 160,000	\$ 160,000
City of Boonville Tourism	Cooper	\$ 45,773	\$ 16,687
Kennett Chamber	Dunklin	\$ 21,000	\$ 19,469
Washington Area Chamber	Franklin	\$ 75,827	\$ 72,264
City of Hermann	Gasconade	\$ 46,000	\$ 45,475
Springfield CVB	Greene/Polk/Christian	\$ 364,000	\$ 341,294
Visit KC	Jackson	\$ 364,000	\$ 364,000
Carthage CVB	Jasper	\$ 70,000	\$ 67,714
Warrensburg CVB	Johnson	\$ 70,000	\$ 69,925
City of Lebanon	Laclede	\$ 69,278	\$ 66,255
City of Hannibal CVB	Marion/Ralls	\$ 75,000	\$ 75,000
Perry County Heritage Tourism	Perry	\$ 20,928	\$ 20,382
Sedalia CVB	Pettis	\$ 70,000	\$ 65,653
Rolla Chamber & CVB	Phelps	\$ 10,622	\$ 10,463
Platte County CVB	Platte	\$ 63,750	\$ 60,849
Pulaski County Tourism	Pulaski	\$ 100,000	\$ 99,731
Moberly Area Chamber	Randolph	\$ 21,000	\$ 17,131
Sikeston CVB	Scott	\$ 17,443	\$ 16,718
Greater St. Charles CVB	St. Charles	\$ 248,000	\$ 246,857
Explore St. Louis	St. Louis/City	\$ 420,000	\$ 419,999
Ste. Genevieve Tourism	Ste. Genevieve	\$ 70,000	\$ 63,299
Table Rock/Kimberling City Chamber	Stone	\$ 176,000	\$ 173,989
Branson Lakes Area Chamber/CVB	Taney	\$ 364,000	\$ 364,000
		\$ 3,900,127	\$ 3,693,306

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Supporting DMO Grant			
<u>DMO Name</u>	<u>County Designation</u>	<u>Awarded</u>	<u>Reimbursed</u>
City of Independence	Jackson	\$ 54,126	\$ 10,148
Maryland Heights	St. Louis	\$ 20,874	\$ 20,874
		\$ 75,000	\$ 31,022

Marketing Platform Development				
<u>DMO Name</u>	<u>County Designation</u>	<u>Platform</u>	<u>Awarded</u>	<u>Reimbursed</u>
City of Cassville	Barry	Strategy Development	\$ 2,500	\$ -
Benton County Tourism	Benton	Strategy Development	\$ 4,200	\$ 1,300
City of Boonville Tourism	Cooper	Website Development	\$ 5,000	\$ 5,000
City of Hermann	Gasconade	Photo & Video Production	\$ 5,000	\$ 3,418
City of Hermann	Gasconade	Marketing Plan	\$ 5,000	\$ 5,000
City of Lebanon	Laclede	Photo & Video Production	\$ 5,000	\$ 5,000
City of Maryville	Nodaway	Photography	\$ 5,000	\$ 3,625
Nodaway County Eco Dev	Nodaway	Video Production	\$ 2,500	\$ -
Perry County Heritage Tourism	Perry	Photo & Video Production	\$ 3,000	\$ 3,000
Perry County Heritage Tourism	Perry	Website Development	\$ 10,000	\$ 10,000
Pulaski County Tourism	Pulaski	Video Production	\$ 7,000	\$ 7,000
Pulaski County Tourism	Pulaski	Website Development	\$ 5,000	\$ 2,296
Sikeston CVB	Scott	Photo & Video Production	\$ 3,500	\$ 3,500
Ste. Genevieve Tourism	Ste. Genevieve	Website Development	\$ 10,000	\$ 9,750
Missouri River Country	Warren	Website Development	\$ 5,000	\$ 4,990
			\$ 77,700	\$ 63,879

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Search Engine Marketing			
<u>DMO Name</u>	<u>County Designation</u>	<u>Contracted</u>	<u>Actual Paid</u>
Benton County Tourism	Benton	\$ 3,600	\$ 3,600
Columbia CVB	Boone	\$ 20,000	\$ 18,795
Buchanan County Tourism	Buchanan	\$ 16,500	\$ 15,459
Callaway County Tourism	Callaway	\$ 1,250	\$ 505
Lake of the Ozarks Golf Trail	Camden/Miller/Morgan	\$ 4,725	\$ 4,420
Lake Ozarks Tri County Lodging	Camden/Miller/Morgan	\$ 21,600	\$ 20,160
Liberty CVB	Clay	\$ 3,600	\$ 3,385
Jefferson City CVB	Cole	\$ 18,750	\$ 17,511
Washington Area Chamber	Franklin	\$ 3,000	\$ 2,774
City of Hermann	Gasconade	\$ 12,000	\$ 11,245
City of Independence	Jackson	\$ 21,600	\$ 4,363
City of Joplin	Jasper	\$ 9,300	\$ 8,763
Warrensburg CVB	Johnson	\$ 6,000	\$ 5,501
City of Lebanon	Laclede	\$ 4,200	\$ 3,938
Greater Chillicothe Region	Livingston	\$ 3,000	\$ 2,743
City of Hannibal CVB	Marion/Ralls	\$ 12,000	\$ 11,246
City of Maryville Tourism	Nodaway	\$ 6,400	\$ 5,923
Perry County Heritage Tourism	Perry	\$ 3,000	\$ 2,841
Sedalia CVB	Pettis	\$ 10,000	\$ 9,336
Rolla Area Chamber & CVB	Phelps	\$ 3,000	\$ 2,848
Pulaski County Tourism	Pulaski	\$ 6,500	\$ 6,187
Moberly Area Chamber	Randolph	\$ 3,400	\$ 3,219
Greater St. Charles CVB	St. Charles	\$ 21,600	\$ 19,407
Maryland Heights	St. Louis	\$ 7,200	\$ 6,764
Explore St. Louis	St. Louis/City	\$ 21,600	\$ 18,771
Table Rock/Kimberling City Chamber	Stone	\$ 21,600	\$ 20,225
Branson/Lakes Area Chamber/CVB	Taney	\$ 21,600	\$ 20,174
		\$ 287,025	\$ 250,103

The final chart shows total amount awarded in all grants combined. A total of 41 destinations participated in at least one of the FY22 programs.

Cooperative Marketing Summary FY22

TOTAL FY22 AWARDS/CONTRACTS			
<u>DMO/Organization Name</u>	<u>County Designation</u>	<u>Contracted Amount</u>	<u>Actual Paid</u>
Kirksville Area Chamber	Adair	\$ 19,048	\$ 7,613
City of Cassville	Barry	\$ 2,500	\$ -
Benton County Tourism	Benton	\$ 53,800	\$ 29,154
Columbia CVB	Boone	\$ 222,576	\$ 221,371
Buchanan County Tourism	Buchanan	\$ 192,165	\$ 174,223
Poplar Bluff Area Chamber	Butler/Carter/Wayne	\$ 160,000	\$ 127,868
Callaway County Tourism	Callaway	\$ 41,934	\$ 35,264
Lake of the Ozarks Golf Trail	Camden/Miller/Morgan	\$ 4,725	\$ 4,420
Lake Ozarks Tri County Lodging	Camden/Miller/Morgan	\$ 269,600	\$ 268,160
Cape Girardeau CVB	Cape Girardeau	\$ 65,533	\$ 32,318
Liberty CVB	Clay	\$ 3,600	\$ 3,385
Jefferson City CVB	Cole	\$ 178,750	\$ 177,511
City of Boonville Tourism	Cooper	\$ 50,773	\$ 21,687
Kennett Chamber	Dunklin	\$ 21,000	\$ 19,469
Washington Area Chamber	Franklin	\$ 78,827	\$ 75,038
City of Hermann	Gasconade	\$ 68,000	\$ 65,138
Springfield CVB	Greene/Polk/Christian	\$ 364,000	\$ 341,294
Visit KC	Jackson	\$ 364,000	\$ 364,000
City of Independence	Jackson	\$ 75,726	\$ 14,511
Carthage CVB	Jasper	\$ 70,000	\$ 67,714
City of Joplin	Jasper	\$ 9,300	\$ 8,763
Warrensburg CVB	Johnson	\$ 76,000	\$ 75,426
City of Lebanon	Laclede	\$ 78,478	\$ 75,193
Greater Chillicothe Region	Livingston	\$ 3,000	\$ 2,743
City of Hannibal CVB	Marion/Ralls	\$ 87,000	\$ 86,246
Nodaway County Eco Dev	Nodaway	\$ 2,500	\$ -
City of Maryville Tourism	Nodaway	\$ 11,400	\$ 9,548
Perry County Heritage Tourism	Perry	\$ 36,928	\$ 36,223
Sedalia CVB	Pettis	\$ 80,000	\$ 74,989
Rolla Chamber & CVB	Phelps	\$ 13,622	\$ 13,311
Platte County CVB	Platte	\$ 63,750	\$ 60,849
Pulaski County Tourism	Pulaski	\$ 118,500	\$ 115,214
Moberly Area Chamber	Randolph	\$ 24,400	\$ 20,350
Sikeston CVB	Scott	\$ 20,943	\$ 20,218
Greater St. Charles CVB	St. Charles	\$ 269,600	\$ 266,264
Maryland Heights	St. Louis	\$ 28,074	\$ 27,638
Explore St. Louis	St. Louis/City	\$ 441,600	\$ 438,770
Ste. Genevieve Tourism	Ste. Genevieve	\$ 80,000	\$ 73,049
Table Rock/Kimberling City Chamber	Stone	\$ 197,600	\$ 194,214
Branson/Lakes Area Chamber/CVB	Taney	\$ 385,600	\$ 384,174
Missouri River Country	Warren	\$ 5,000	\$ 4,990
		\$ 4,339,852	\$ 4,038,310